

# FIVE POINTS - REVITALIZATION AND REDEVELOPMENT STRATEGY

PUBLIC WORKSHOP - 6/29/2017



MKSK

BR&S

SCHMIDT ASSOCIATES

greenstreet  
development • brokerage • consulting

GM



# OUR TIME WITH YOU

## WORKSHOP AGENDA

**6:00 - 6:30**

- **WELCOME AND MEET/GREET**
- **STATION 1 - DISCOVERING FIVE POINTS**
- **STATION 2 - UNDERSTANDING THE MARKET**
- **STATION 3 - INTERACTIVE PHOTOBOOTH...TELL US WHAT YOU WOULD LIKE TO SEE**
- **STATION 4 - INTERACTIVE MAPPING...TELL US YOUR IMPRESSIONS**

**6:30 - 7:10**

- **BRIEF PRESENTATION**

**7:10 - 7:30**

- **STATION'S 1 & 2 - QUESTION AND ANSWER**
- **STATION 4 - INTERACTIVE MAPPING...TELL US YOUR IMPRESSIONS**

# OUR TIME WITH YOU

## PRESENTATION OUTLINE

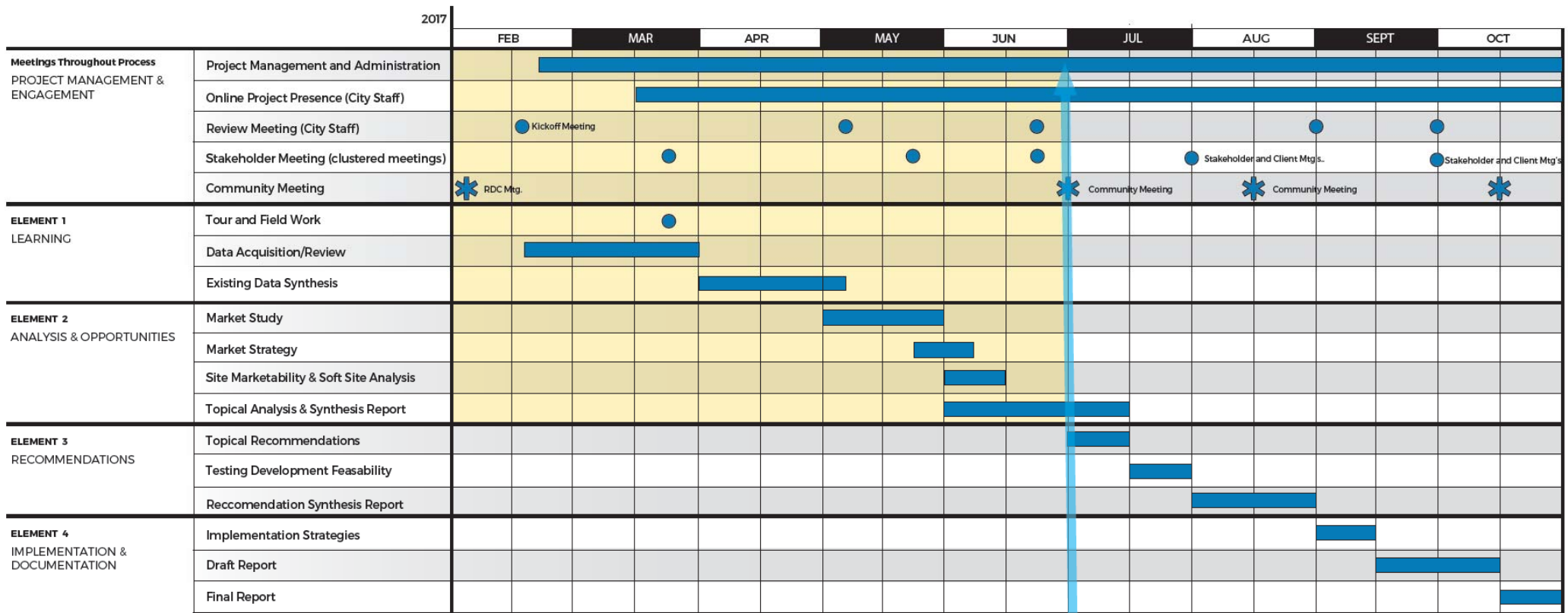
- **OVERVIEW OF PROCESS AND SCHEDULE**
- **WHAT IS FIVE POINTS?**
- **PREVIOUS STUDIES**
- **WHAT WE'RE HEARING**
- **WHAT WE'RE SEEING**
- **TESTING KEY THEMES**
- **NEXT STEPS**



# CURRENT PROJECT PROGRESS



# PROJECT SCHEDULE AND PROCESS



PROCESS TO DATE

ON SCHEDULE

TESTING ANALYSIS

BEGINNING CONCEPTS PHASE

TWO MORE PUBLIC ENGAGEMENTS



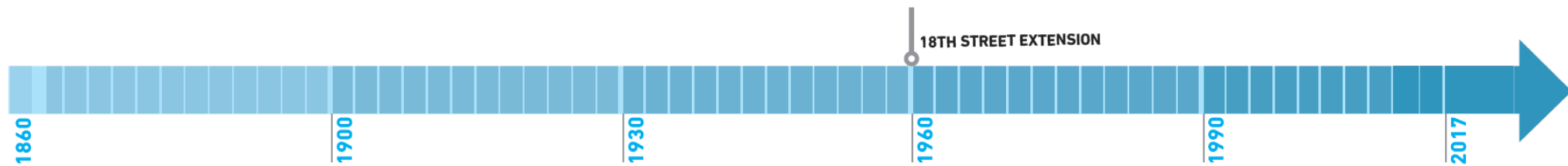
# EVOLUTION OF FIVE POINTS

## HOW FIVE POINTS HAS COME TO BE

BLOCK LAYOUT (HISTORIC)



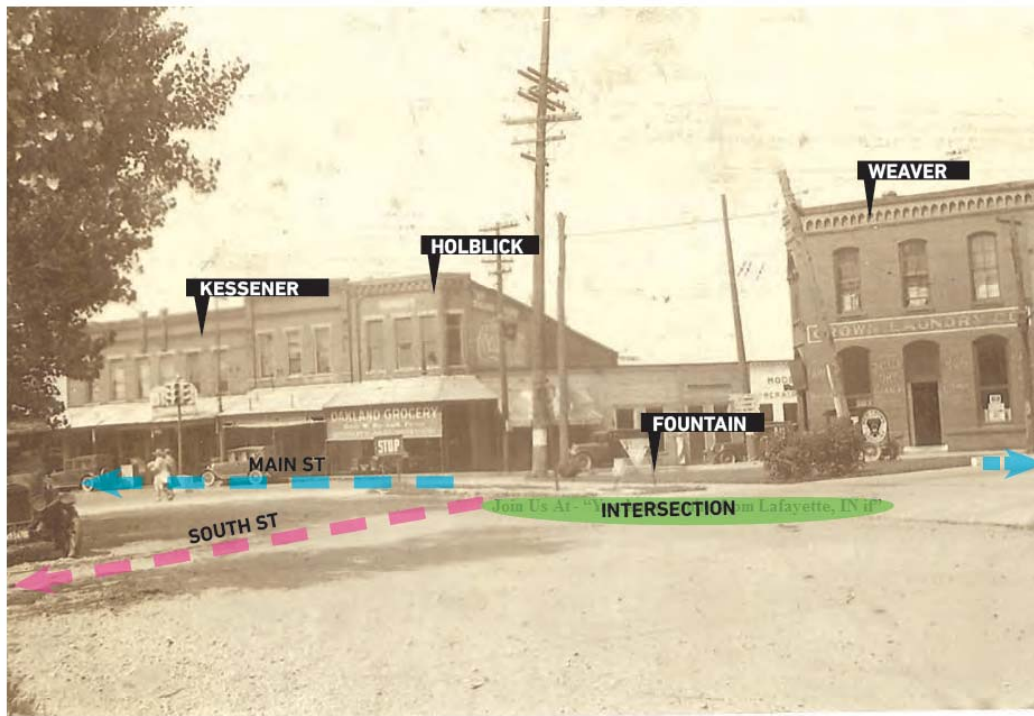
2017



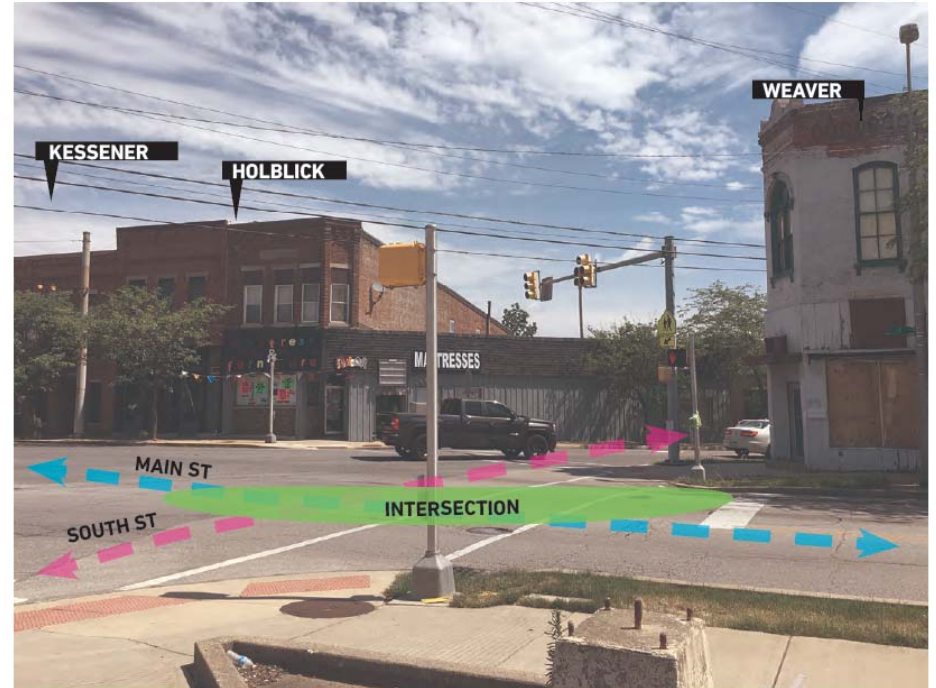
# EVOLUTION OF FIVE POINTS

## HOW FIVE POINTS HAS COME TO BE

FIVE POINTS (1915)



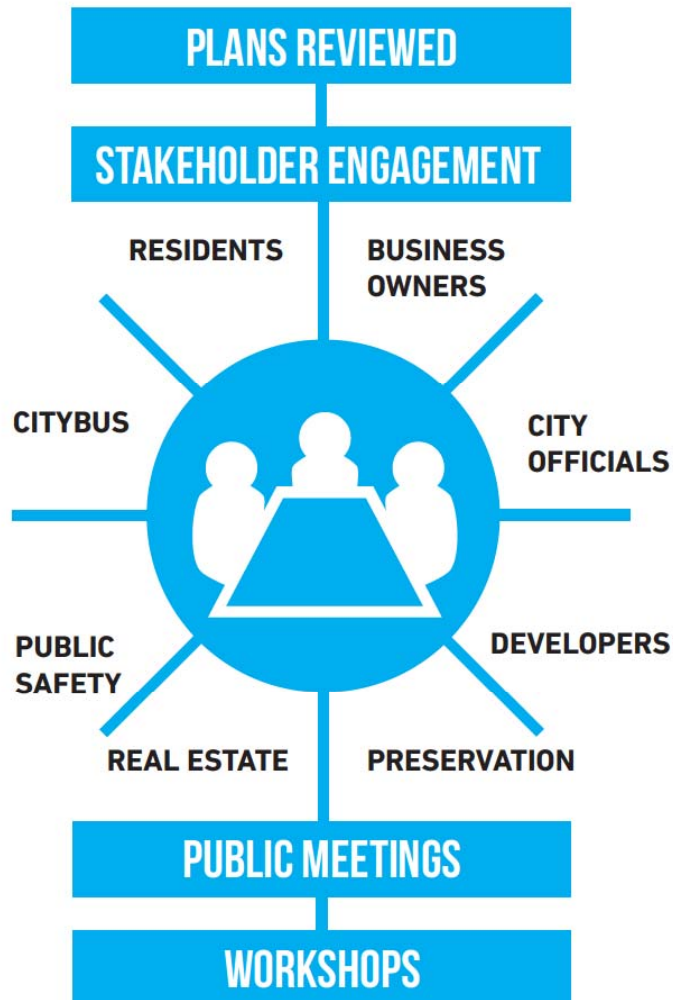
2017





# WHAT WE ARE HEARING AND HAVE REVIEWED

## PROCESS AND RESULTS



### KEY THEMES:

- » Walkability
- » Public Safety
- » Sidewalk Condition
- » Pedestrian Signage and Crosswalk Safety
- » Enhanced Main St. and 18th St.
- » Evaluate Circulation
- » Promote Quality Schools
- » Show Commitment to Neighborhood
- » Need Retail (grocery) and Restaurants
- » Parking is the #1 Issue for Businesses
- » Major Gateway
- » Strong "Brand"
- » Save Architectural Character
- » Balanced Redevelopment
- » Encourage blending of housing, retail, public services, and restaurants

### PREVIOUS STUDIES:

- » Comprehensive Plan (1980)
- » Unified Zoning Ordinance (1993)
- » Columbian Park Neighborhood Plan (1999)
- » From Good to Great (2012)
- » Lafayette Placemaking Plan (2014)
- » Active Learning Workshop (2014)
- » Main Street Enhancements (2016)
- » Bicycle/Pedestrian Plan (2016)
- » Metropolitan Transportation Plan (2017)
- » Columbian Park Improvements (2017)



# FIVE POINTS TODAY

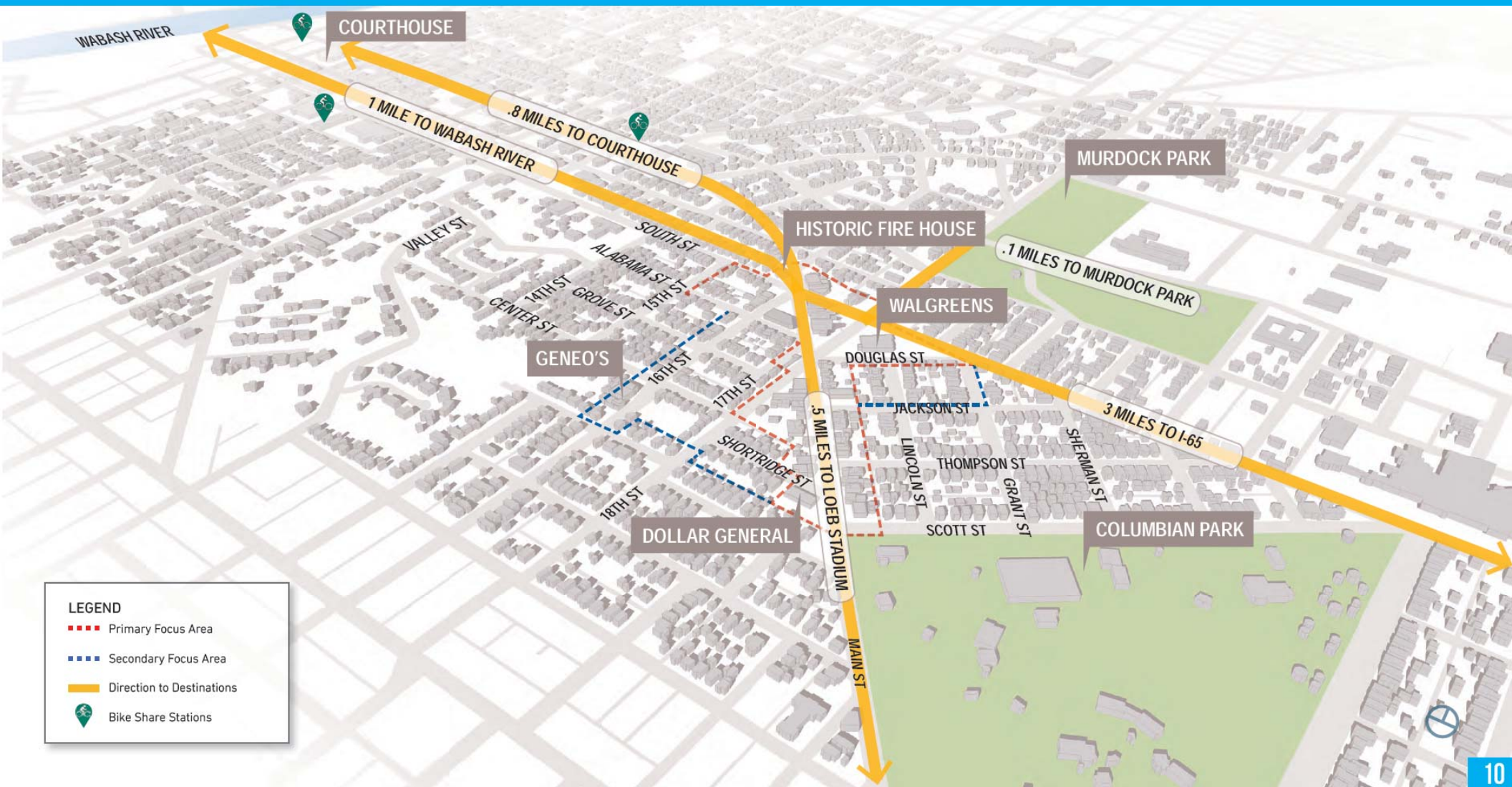
## PHYSICAL CONDITIONS AND DEMOGRAPHICS





# PHYSICAL CONDITIONS

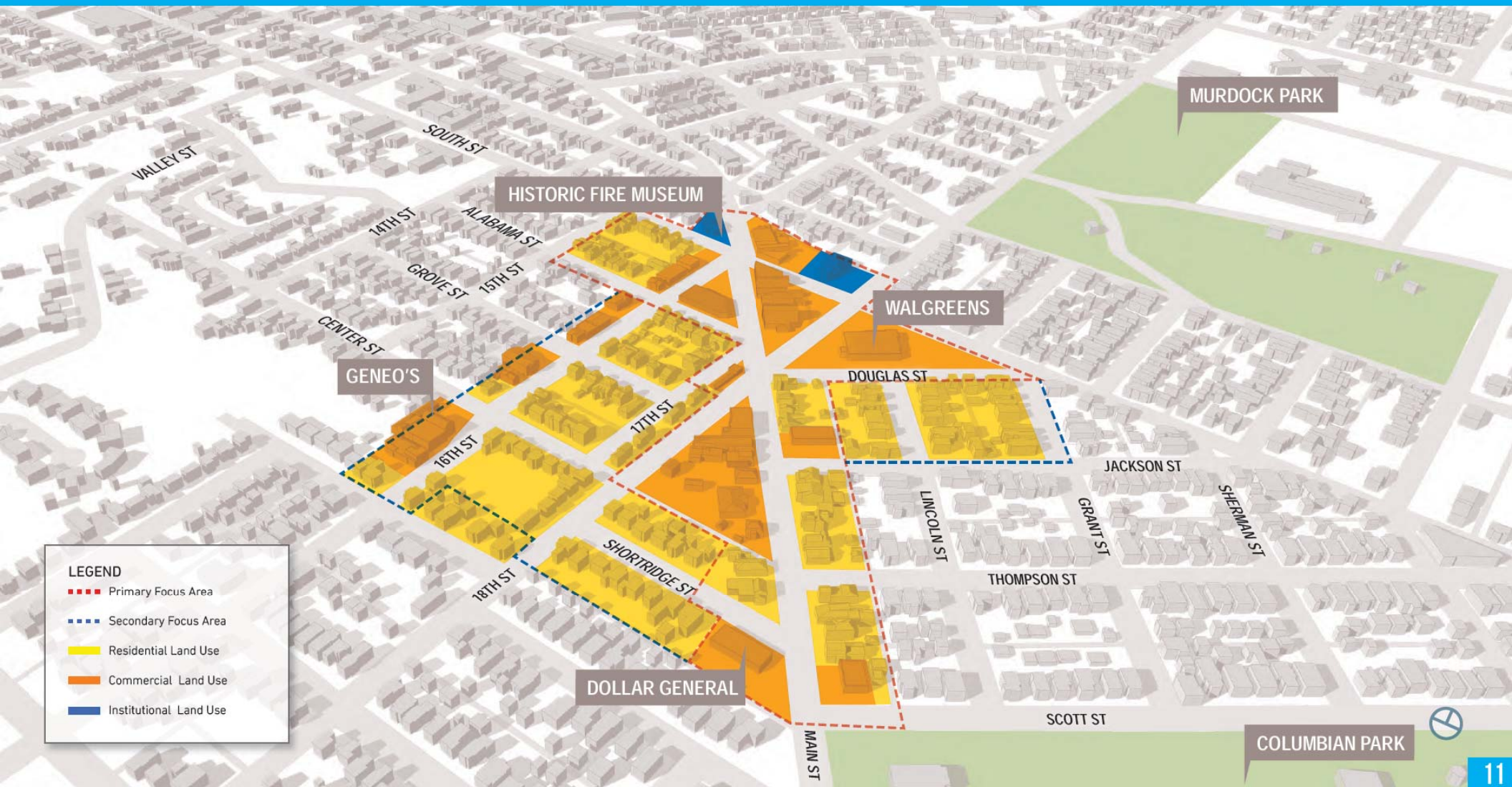
RELATIONSHIP BETWEEN FIVE POINTS AND DOWNTOWN, THE RIVER, COLUMBIAN PARK AND I-65





# PHYSICAL CONDITIONS

## LAND USE



# PHYSICAL CONDITIONS

## HISTORIC RESOURCES (HISTORIC VS. TODAY)

1721 MAIN ST (1930)



2017



WEAVER BUILDING (1930)



2017



1930 MAIN (1930)



2017



1860

1900

1930

1960

1990

2017



# PHYSICAL CONDITIONS

## HISTORIC RESOURCES





# PHYSICAL CONDITIONS

## CIRCULATION



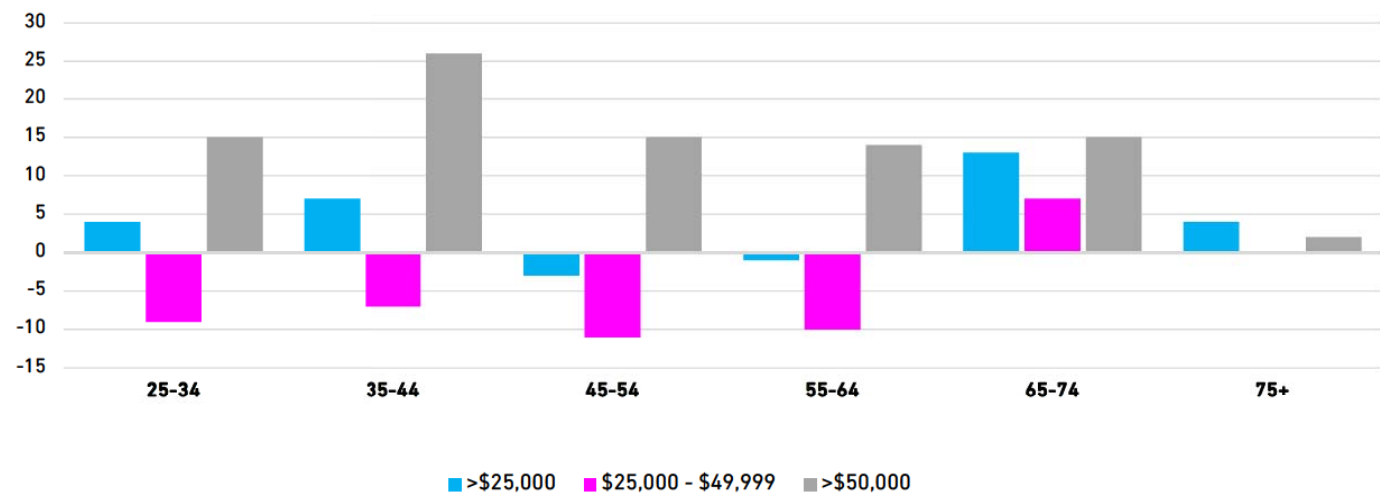


# DEMOGRAPHICS

## SNAPSHOT OF CURRENT CONDITIONS

- » Slow Population Growth
- » Median Income Lower Than Average
- » New families and aging baby boomers drive different residential demand
- » Household Size Decreasing (2.3 persons per household)
- » New singletons will need smaller homes

Study Area Age of Householder by Income, 2016-2021



# PUBLIC REALM AND REVITALIZATION OPPORTUNITIES



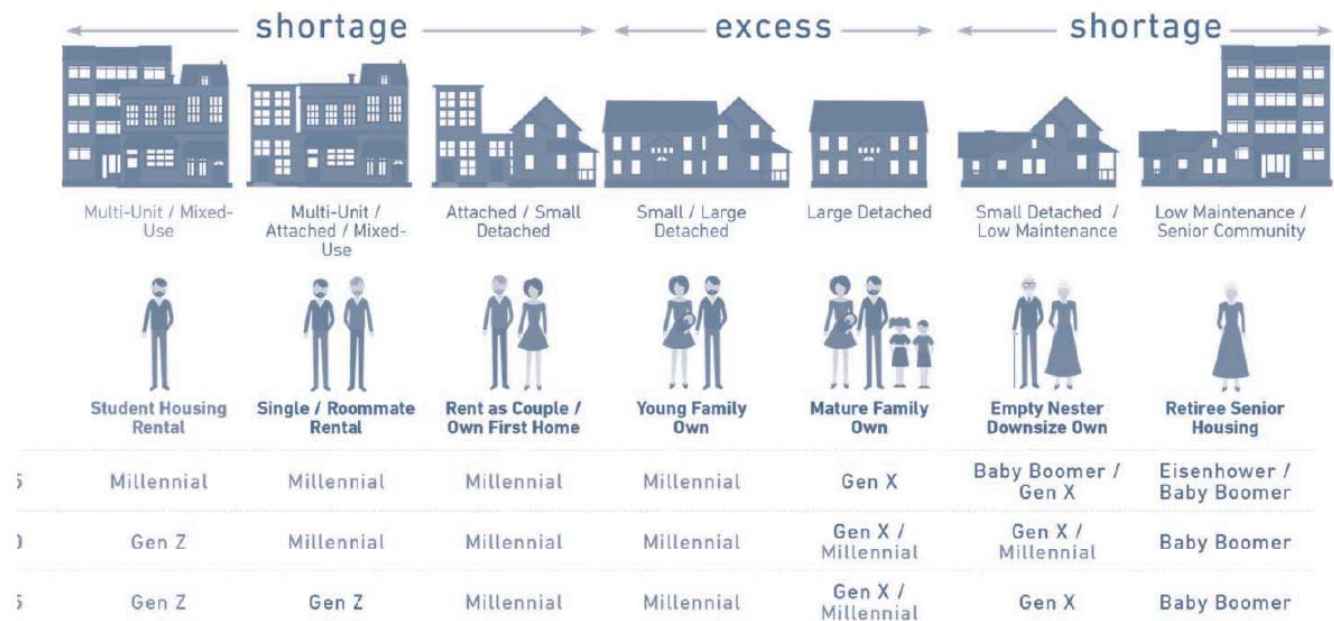


# MARKET ANALYSIS

## RESIDENTIAL SNAPSHOT

- » Single family detached housing stock is old
- » A higher rate of vacant and renter-occupied homes undermines stability
- » Undiversified housing stock limits Five Points' ability to keep households at each life stage

### Community Wide Housing Type By Generation



Source: Adapted from RCLCO; U.S. Census Bureau

# MARKET ANALYSIS

## RESIDENTIAL SNAPSHOT

- » Limited developable land, lack of City investment, and public safety concerns limit new private investment
- » Housing Should Focus on Smaller Footprints/Low Maintenance
- » **Over five years, about 200 new units could be in demand** (40 annually)

### Missing Middle Housing Types Expand Choice & Affordability

Multi-unit or clustered housing that is in scale with surrounding single-family neighborhoods offers a solution to the disconnect between existing housing stock and shifting demographic preferences.

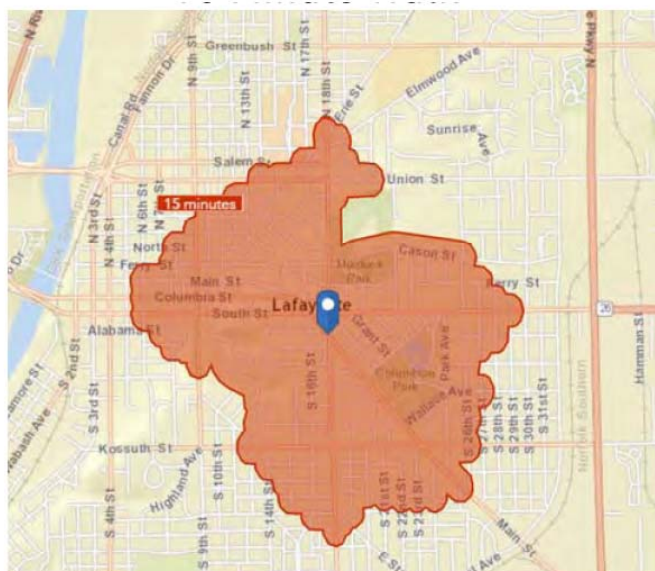




## RETAIL SNAPSHOT

- » Visitors to Columbian Park Drives Baseline Demand
- » Demand of 2,000 sf/year **(10,000 sf over five years)**
- » Demand could change with safety and infrastructure improvements, or improvements to local household spending dollars
- » Destinations and targeted investment areas may further attract unique retail

## 15 Minute Walk



The 2016 total retail leakage/  
surplus of the 1,490 households  
within a 15 minute walk of Five  
Points

- » Total Retail Demand \$89M
- » Total Retail Supply \$54M
- » Retail Leakage \$36M

## Opportunities in the Market

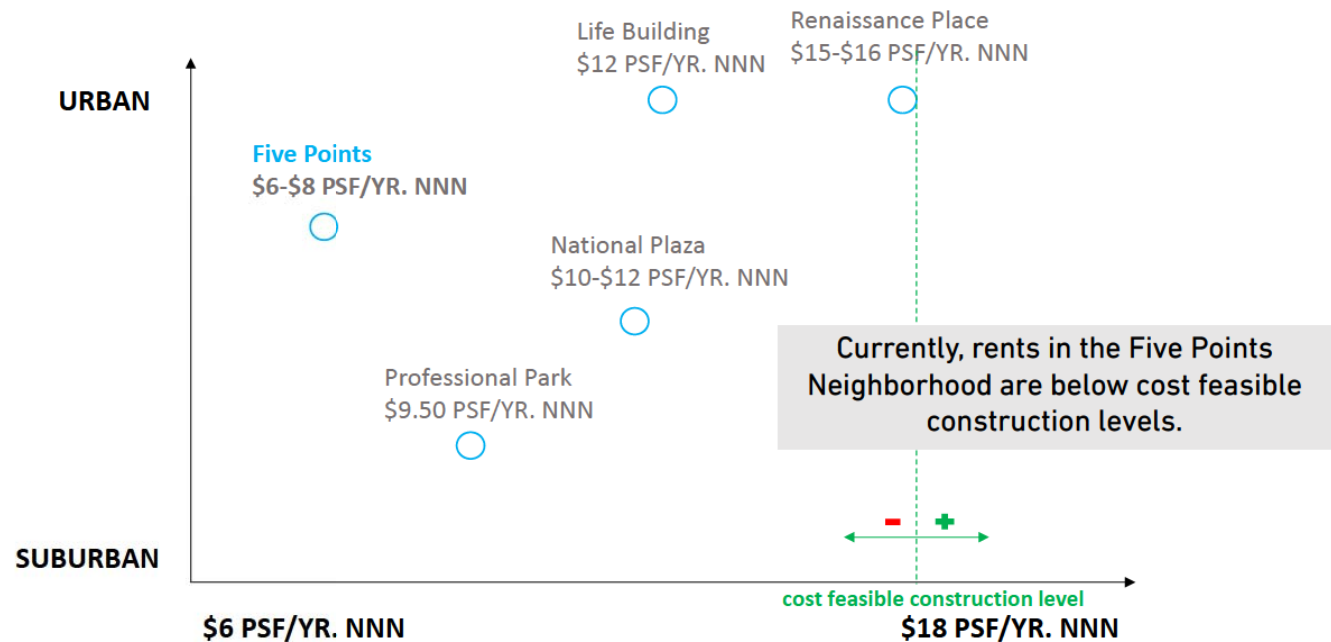
- » Neighborhood-serving retail
- » Affordable, family and sports-oriented restaurants
- » Thematic destinations tied to Columbian Park

# MARKET ANALYSIS

## OFFICE SNAPSHOT

- » Current parking issues, low rents, and distance from CBD limit office demand potential at Five Points
- » In Five Points could support:
  - » Innovative users
  - » Non-profits
  - » Public/private partnerships to offer incubation spaces, trades districts, etc.

### SF Analysis





# MARKET ANALYSIS

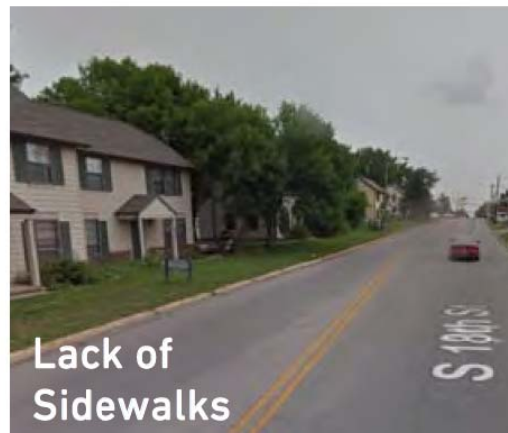
## X-FACTORS

Projected market opportunities are based upon:

- » Population growth trends
- » Demographic shifts
- » Consumer preferences
- » Unimproved condition of Five Points.



Columbian Park



Lack of  
Sidewalks



Public Space  
Improvements

# MARKET ANALYSIS

## X-FACTORS

### X-Factors Can Change Trajectory

- » Implementation of the Columbian Park Master Plan (Loeb Stadium Improvements)
- » Leveraging Downtown and Columbian Park
- » High-quality public realm space with new opportunities for outdoor dining and gathering
- » Improving street grid, connectivity and parking
- » Integrated bicycle and pedestrian facilities
- » Investment in targeted neighborhood stabilization
- » Public dollars spurring private investment through infrastructure and parking improvements

### CREATING A HUB OF ACTIVITY





# GUIDING PRINCIPLES

SYNTHESIZED THROUGH INPUT



## ACTIVE AND HIGH QUALITY PUBLIC EXPERIENCE

ENHANCED THROUGH IMPROVED SPACE  
AND SIMPLE CIRCULATION



## A VIBRANT AND WELL POPULATED DISTRICT

PROMOTED THROUGH REVITALIZATION AND  
REDEVELOPMENT



## HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

PROMOTED THROUGH PRESERVATION,  
BRANDING AND MARKET OPPORTUNITY



## TRANSFORMING FIVE POINTS

THROUGH A SERIES OF STRATEGIC  
INITIATIVES

# AN ACTIVE AND HIGH-QUALITY PUBLIC EXPERIENCE

## SIMPLER AND MORE EFFICIENT VEHICULAR CIRCULATION





## IMPROVED MULTI-MODAL CONNECTIVITY AND OPEN SPACE OPPORTUNITIES





# A VIBRANT AND WELL POPULATED DISTRICT

## REVITALIZATION AND REDEVELOPMENT OPPORTUNITIES





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## PRESERVATION, REVITALIZATION, AND BRANDING





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## BICYCLES AND PEDESTRIANS





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## GATEWAYS





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## HOUSING





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## MIXED USE





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## STREET LIFE





# THE HERITAGE OF FIVE POINTS AND ITS FUTURE LEGACY

## URBAN SPACE





# WRAP UP

**7:10 - 7:30**

- **STATION'S 1 & 2 - QUESTION AND ANSWER WITH CONSULTANTS AND CITY STAFF**
- **STATION 4 - DOT VOTING (WHERE YOU LIVE, PLACES YOU VISIT, PLACES YOU AVOID)**
- **STAY TUNED FOR ANOTHER PUBLIC ENGAGEMENT LATE SUMMER AND EARLY FALL**
- **CONTINUE TO FOLLOW THE CITY'S FACEBOOK PAGE FOR MORE INFORMATION**
- **PARTICIPATE IN SPARK! ( [SPARKPLACEMAKING.ORG/LAFWLAF/](https://SPARKPLACEMAKING.ORG/LAFWLAF/) )**